

ORDER



KSNV

Orders
Order / Rev: 101886
Alt Order #: 06815346
Product Desc: OCEGUERA 4 CONGRESS
Estimate: 1185
Flight Dates: 10/02/12 - 10/08/12
Original Date / Rev: 05/21/12 / 12/03/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency
Name: GMMB, Inc./ Washington D.C.
Buying Contact:
Billing Contact:
 Washington Harbor
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Oceguela for Congress
Demographic: A35+
Product Codes: PLC02
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/08/12	27	\$20,730.00	\$17,620.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	27	\$20,730.00	\$17,620.50	0.00
Totals	27	\$20,730.00	\$17,620.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	20%	\$20,730.00
Market	100%	\$103,650.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$26,949.00
KLVS	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$21,766.50
KTUD	1%	\$1,036.50
KVVU	22%	\$22,803.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	10%	\$10,365.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/02/12	10/08/12	M-F 5-6a WakeUp w/WagM	5-6a		MTWTF--	:30	2	\$425.00	1	0.00	NM	2	\$750.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--			2			\$425.00		0.00			

Order / Rev: 101886
Alt Order #: 06815346
Flight Dates: 10/02/12 - 10/08/12

Advertiser: Oceguela for Congress
Product Desc: OCEGUERA 4 CONGRESS
Estimate: 1185
KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/02/12	10/08/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	MTWTF--	:30	2	\$425.00	1	0.00	NM	2	\$750.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/02/12	10/08/12	MTWTF--	2		\$425.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	KSNV	10/02/12-10/08/12	M-F 5-6a WakeUp w/Wagner5-6a				MTWThF----	:30	\$300.00	0.00	NM				
2	KSNV	10/02/12-10/08/12	M-F 5-6a WakeUp w/Wagner5-6a				MTWThF----	:30	(\$425.00)	0.00	NM				
See MG 1.3															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
3	KSNV	10/02/12-10/08/12	M-F 5-6a WakeUp w/Wagner5-6a				MTWThF----	:30	\$450.00	0.00	NM				
Ⓜ MG for 1.2 10/04															
[Revised Rate to Reinstate]															
E 2	KSNV	10/02/12	10/08/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	MTWTF--	:30	2	\$700.00	1	0.00	NM	2	\$1,400.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/02/12	10/08/12	MTWTF--	2		\$700.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	KSNV	10/02/12-10/08/12	M-F 6-7a WakeUp w/Wagner6-7a				MTWThF----	:30	(\$700.00)	0.00	NM				
See MG 2.3,2.4															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
2	KSNV	10/02/12-10/08/12	M-F 6-7a WakeUp w/Wagner6-7a				MTWThF----	:30	(\$700.00)	0.00	NM				
See MG 2.3,2.4															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
3	KSNV	10/02/12-10/08/12	M-F 6-7a WakeUp w/Wagner6-7a				MTWThF----	:30	\$700.00	0.00	NM				
Ⓜ MG for 2.2,2.1															
[Revised Rate to Reinstate]															
4	KSNV	10/02/12-10/08/12	M-F 6-7a WakeUp w/Wagner6-7a				MTWThF----	:30	\$700.00	0.00	NM				
Ⓜ MG for 2.2,2.1															
[Revised Rate to Reinstate]															
E 3	KSNV	10/02/12	10/08/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	2	\$900.00	1	0.00	NM	2	\$1,800.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/02/12	10/08/12	MTWTF--	2		\$900.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
2	KSNV	10/02/12-10/08/12	Today Show		658a-9am		MTWThF----	:30	(\$900.00)	0.00	NM				
See MG 3.5,3.6															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
4	KSNV	10/02/12-10/08/12	Today Show		658a-9am		MTWThF----	:30	(\$900.00)	0.00	NM				
See MG 3.5,3.6															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
5	KSNV	10/02/12-10/08/12	Today Show		658a-9am		MTWThF----	:30	\$900.00	0.00	NM				
Ⓜ MG for 3.2,3.4															
[Revised Rate to Reinstate]															
6	KSNV	10/02/12-10/08/12	Today Show		658a-9am		MTWThF----	:30	\$900.00	0.00	NM				
Ⓜ MG for 3.2,3.4															
[Revised Rate to Reinstate]															
E 6	KSNV	10/02/12	10/08/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	MTWTF--	:30	2	\$425.00	1	0.00	NM	2	\$850.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/02/12	10/08/12	MTWTF--	2		\$425.00		0.00						

Order / Rev: 101886
 Alt Order #: 06815346
 Flight Dates: 10/02/12 - 10/08/12

Advertiser: Oceguela for Congress
 Product Desc: OCEGUERA 4 CONGRESS
 Estimate: 1185
KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 15	KSNV	10/02/12	10/08/12	M-F Early News M-F Early News	CM	5-630p	MTWTF--	:30	3	\$1,200.00	1	0.00	NM	3	\$3,600.00
EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--		3			\$1,200.00			0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
2	KSNV	10/02/12-10/08/12	M-F Early News			5-630p	MTWThF----	:30	(\$1,300.00)		0.00	NM			
See MG 15.5 [na debates]															
5	KSNV	10/02/12-10/08/12	M-F Early News			5-630p	MTWThF----	:30	\$1,200.00		0.00	NM			
Ⓜ MG for 15.2 10/03 [Revised Rate to Reinstate]															
E 16	KSNV	10/02/12	10/08/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	MTWTF--	:30	3	\$1,300.00	1	0.00	NM	3	\$3,900.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--		3			\$1,300.00			0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
2	KSNV	10/02/12-10/08/12	M-F Jeopardy			630-7pm	MTWThF----	:30	(\$1,300.00)		0.00	NM			
See MG 16.4, 16.5 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
3	KSNV	10/02/12-10/08/12	M-F Jeopardy			630-7pm	MTWThF----	:30	(\$1,300.00)		0.00	NM			
See MG 16.4, 16.5 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
4	KSNV	10/02/12-10/08/12	M-F Jeopardy			630-7pm	MTWThF----	:30	\$1,300.00		0.00	NM			
Ⓜ MG for 16.3, 16.2 [Revised Rate to Reinstate]															
5	KSNV	10/02/12-10/08/12	M-F Jeopardy			630-7pm	MTWThF----	:30	\$1,300.00		0.00	NM			
Ⓜ MG for 16.3, 16.2 [Revised Rate to Reinstate]															
E 17	KSNV	10/02/12	10/08/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	MT-TF--	:30	3	\$1,300.00	1	0.00	NM	3	\$3,900.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/02/12	10/08/12	MT-TF--		3			\$1,300.00			0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1	KSNV	10/02/12-10/08/12	M-F Wheel			7-730pm	MTWThF----	:30	(\$1,300.00)		0.00	NM			
See MG 17.4, 17.5, 17.6 [Below LUR-LUR is \$260]															
2	KSNV	10/02/12-10/08/12	M-F Wheel			7-730pm	MTWThF----	:30	(\$1,300.00)		0.00	NM			
See MG 17.4, 17.5, 17.6 [Below LUR-LUR is \$260]															
3	KSNV	10/02/12-10/08/12	M-F Wheel			7-730pm	MTWThF----	:30	(\$1,300.00)		0.00	NM			
See MG 17.4, 17.5, 17.6 [Below LUR-LUR is \$260]															
4	KSNV	10/02/12-10/08/12	M-F Wheel			7-730pm	MTWThF----	:30	\$1,300.00		0.00	NM			
Ⓜ MG for 17.3, 17.2, 17.1 [Revised Rate to Reinstate]															
5	KSNV	10/02/12-10/08/12	M-F Wheel			7-730pm	MTWThF----	:30	(\$1,300.00)		0.00	NM			
Ⓜ See MG 17.7 [PGM CHG = NBC DEBATE]															
6	KSNV	10/02/12-10/08/12	M-F Wheel			7-730pm	MTWThF----	:30	\$1,300.00		0.00	NM			
Ⓜ MG for 17.3, 17.2, 17.1 [Revised Rate to Reinstate]															
7	KSNV	10/02/12-10/08/12	M-F Wheel			7-730pm	MT-ThF----	:30	\$1,300.00		0.00	NM			
Ⓜ MG for 17.5 10/03 [DAY MOVE]															
E 22	KSNV	10/02/12	10/08/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	1	\$425.00	3	0.00	NM	1	\$425.00
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--		1			\$425.00			0.00			

Order / Rev: 101886
 Alt Order #: 06815346
 Flight Dates: 10/02/12 - 10/08/12

Advertiser: Ocegura for Congress
 Product Desc: OCEGUERA 4 CONGRESS
 Estimate: 1185

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 22	KSNV	10/02/12	10/08/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	1	\$425.00	3	0.00	NM	1	\$425.00
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/02/12	10/08/12	MTWTF--		1				\$425.00		0.00			
N 26	KSNV	10/02/12	10/05/12	Last Call w/Carson Daly Last Call w/Carson Daly	CM	136-205am	-TWTF--	:30	1	\$30.00	4	0.00	NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-TWTF--		1				\$30.00		0.00			
N 27	KSNV	10/02/12	10/08/12	Rachael Ray Rachael Ray	CM	11am-12pm	MTWTF--	:30	1	\$325.00	1	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/02/12	10/08/12	MTWTF--		1				\$325.00		0.00			
N 28	KSNV	10/07/12	10/07/12	Sports Night in Las Vegas Sports Night in Las Vegas	CM	Sun 1135p-1200a	-----S	:30	1	\$200.00	2	0.00	NM	1	\$200.00
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S		1				\$200.00		0.00			
													Totals	27	\$20,730.00